

Council Meeting of May 28, 2014

Agenda Item No. 9a

REQUEST FOR COUNCIL ACTION

SUBJECT: Creating a new sister city partnership with Curitiba, Brazil

The West Jordan sister city committee proposes to the city council to move forward with efforts to establish a sister city relationship with Curitiba, Brazil.

There are currently approximately 16,000 Brazilians in Utah. This is in addition to the 30,000 Utahns who speak Portuguese, primarily because a large number of Utahns have lived in Brazil while serving LDS missions and have learned the language and come to love the country, its culture and its food.

This partnership will be the first sister city relationship with Brazil and the second international partnership for West Jordan.

Brazil is the 5th largest country in the world and the 7th largest economy.

There is a large annual Brazilian Festival in Utah each fall. West Jordan could potentially offer to become a permanent host city for the festival in the future.

Why Curitiba?

Curitiba is the capital city of the state of Paraná. In Sept 2013, the Utah Governor's Office of Economic Development (GOED) traveled to Parana on a trade mission. During the visit, GOED signed a Memorandum of Understanding with the State of Paraná.

"The State of Paraná in Brazil and our great State share a parallel path in history, culture, economic principles and an industriousness of people that connect us far beyond this MOU," said Vincent Mikolay, Managing Director, GOED.

In addition to visiting Sao Paulo and Rio, the trade mission visited the cities of Curitiba and Londrina in the state of Paraná. Members of the West Jordan sister city committee (Jennifer Andelin, Densen & Linda Cao) joined the trade mission. Jennifer also visited the city of Cambé which is similar in size to West Jordan. (Cambé does not appear to have sufficient resources or sister city experience to create strong, viable programs and two way exchanges.) Individuals living in Curitiba are more likely to have financial resources to travel to Utah than those living in cities the size of West Jordan.

The sister city committee recommends partnering with Curitiba because of the opportunities for collaboration in the areas of economic development, business, education, government, private sector and tourist exchanges.

Curitiba is the largest city in the state of Paraná with a population of 1.760 million. The population in Salt Lake County is 1.068 million. Due to the opportunities and size of Curitiba, we recommend that Salt Lake County also be invited to join us in creating a sister county relationship at the same time. In 2008, Salt Lake County established a similar sister county relationship with West Valley City's sister city in Nantou, Taiwan.

We are asking the city council to direct the sister city committee to contact both Salt Lake County and Curitiba to move forward with discussions on creating a sister city/sister county partnership.

GOED is planning to take a Governor led trade mission to Brazil in the fall of 2014 and will visit the state of Paraná again. If we move forward this summer and are prepared to send city

representatives on the trade mission, it will be a highly visible opportunity to personally meet city leaders and sign official documents creating the partnership.

Opportunities for our citizens include:

Cultural - Annual Brazilian Festival

Education - Elementary - Dual Immersion Language Program in Portuguese

High Schools – Student Exchange

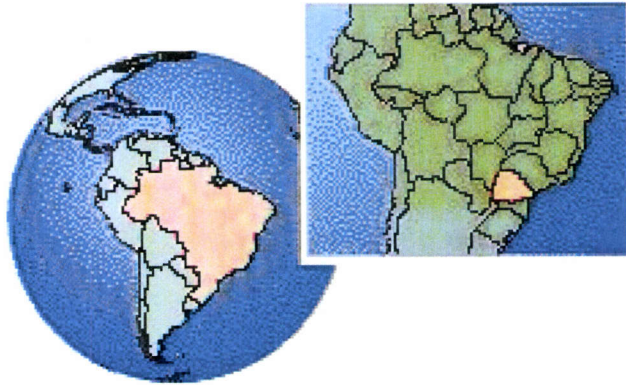
SLCC & Universities – Student & Faculty exchanges

Business - Expansion of contacts made during the GOED Trade Mission

Tourism - The LDS church has a temple in Curitiba which means many of the citizens already have knowledge of and interest in Utah. This could potentially create additional opportunities for tourists to visit Utah.

Utah has a Brazilian Honorary Consul – Gary Neeleman. His son David Neeleman owns Azul Airlines which flies into Curitiba.

Location



Language – Portuguese

Curitiba was founded in 1654 as a gold-mining camp, but the processing of tea and wood products brought long-term growth. In 1854 Curitiba became the state capital. It is mostly inhabited by Brazilians of European descent. The first Europeans to arrive were of Portuguese origin, during the 17th century. From the early 19th century it received many German, Italian, and Polish settlers, and immigration continued during the 20th century with the arrival of Syrians and Japanese, as well as a massive influx of internal migrants from rural areas. Since 1940 Curitiba has sustained rapid economic and population growth.

The 2010 census lists the population of Curitiba as 2,469,489. Ethnicity: 78.9% White, 16.8% Brown (Multiracial), 2.9% Black, 1.4% Asian & 0.2% Amerindian.

From the early 1970s the city underwent extensive rejuvenation, which included the creation of new lakes and flood-control systems, large parks, and other recreational facilities. It also introduced recycling programs, zoning regulations, and specialized busing services that made it a model of clean environmental urban planning. Most of this development was under the direction of Jaime Lerner, an architect and engineer who held three terms as mayor of the city and two terms as governor of the state.

A modern commercial center, the city manufactures automobiles, trucks, and buses, paper, furniture, textiles, cement, and tobacco. Curitiba is also an important processing center for maté (tea), beer, soft drinks, lumber, and cattle. Products are exported via the Atlantic ports of Antonina and Paranaguá 34 miles and 56 miles east, respectively.

The city is an episcopal see with a cathedral (1894) inspired by that of Barcelona. It is also the seat of the Pontifical Catholic University of Paraná (1959) and the Federal University of Paraná (1912) and the site of a military air base. Home to two major league football (soccer) teams, Curitiba boasts a pair of large modern stadiums. The Civic Centre, a monumental group of buildings, is dominated by the Palacio Iguazu, the state government headquarters. Other interesting sites include the Paranaense Museum and an Egyptian-style temple beside Lake Bacacheri. Highways, railroads, and air routes link Curitiba with other major Brazilian cities, most notably Porto Alegre to the south and São Paulo to the north.

Curitiba has long garnered praise for being one of the world's best models of urban planning. In the early 1970s, its three-term mayor, Jaime Lerner, established bold initiatives transforming a six-block length of the downtown into a pedestrian zone, creating five express-bus avenues with futuristic tubular boarding platforms, encouraging recycling and sustainable design long before it was fashionable and planting trees and creating parks on an enormous scale. It is now the envy of the urban planners the world over and Brazil's most efficient city. Today, it's easier to get around Curitiba than any other large city in Brazil. The city has also taken innovative approaches to urban ills such as homelessness, pollution and poverty. Today, the city ensures a quality of life unparalleled in Brazil with abundant green spaces, sophisticated population and well-heeled infrastructure.

Curitiba has 13 sister city partnerships, the city website states:

“Welcome to our Sister Cities!

We place great value in the relationship with our Sister Cities. Each and every one of them represents a unique opportunity to further strengthen cultural links and commercial ties.

These are our esteemed Sister Cities:”

<ul style="list-style-type: none"> •  Akureyri, Iceland •  Asunción, Paraguay •  Coimbra, Portugal •  Guadalajara, Mexico •  Hangzhou, China •  Himeji, Japan •  Jacksonville, Florida, United States 	<ul style="list-style-type: none"> •  Kraków, Poland •  Lyon, France •  Montevideo, Uruguay •  Orlando, Florida, United States •  Santa Cruz de la Sierra, Bolivia •  Suwon, South Korea
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Since it was declared capital of the State of Paraná in 1853, the city has gone through several major urban planning projects to avoid uncontrolled growth and thus has become an international role model in dealing with issues including transportation and the environment. The city is Brazil's

second largest car manufacturer. Its economy is based on industry, commerce and services. For that reason, Curitiba is considered by many investors to be the best location for investment in Brazil. Curitiba's infrastructure makes bus travel fast and convenient, effectively creating demand for bus use in the same way that the infrastructure of traditional cities creates demand for private motor vehicles. In July 2001, Curitiba became Brazil's first city to receive the prize "Pole of Information Technology", granted by InfoExame magazine. According to the magazine, the companies of "Technology and Information Technology" based in Curitiba in 2001 achieved US\$ 1.2 billion in revenues, representing a growth of 21% over the previous year.

The city receives more than two million tourists every year. Most arrive via Afonso Pena International Airport, where almost sixty thousand flights land annually.

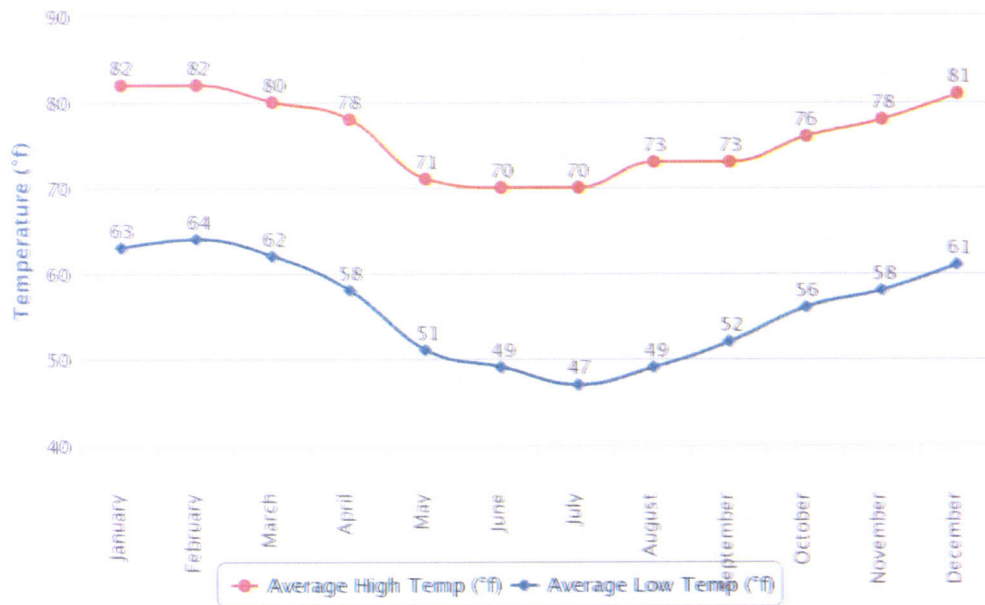
The city's 30-year economic growth rate is 7.1%, higher than the national average of 4.2%, and per capita income is 66% higher than the Brazilian average. Between 1975 and 1995, Curitiba's domestic product grew by some 75% more than the entire State of Paraná, and 48% more than Brazil as a whole. In 1994, tourism generated US\$ 280 million, 4% of the city's net income. Curitiba has municipal health, education and day care networks, neighborhood libraries shared by schools and citizens and Citizenship Streets, where buildings provide essential public services, sports and cultural facilities near transportation terminals.

According to IPEA data, the GDP in 2006 was 32 billion reals, without including agriculture and livestock (0.03%). Industry represented 34.13% and the commerce and service sectors 65.84%. The industrial district is home to many multinational industries, such as Nissan, Renault, Volkswagen, Philip Morris, Audi, Volvo, HSBC, Siemens, ExxonMobil, Electrolux and Kraft Foods, as well as many national industries, such as Sadia, O Boticário and Positivo Informática.

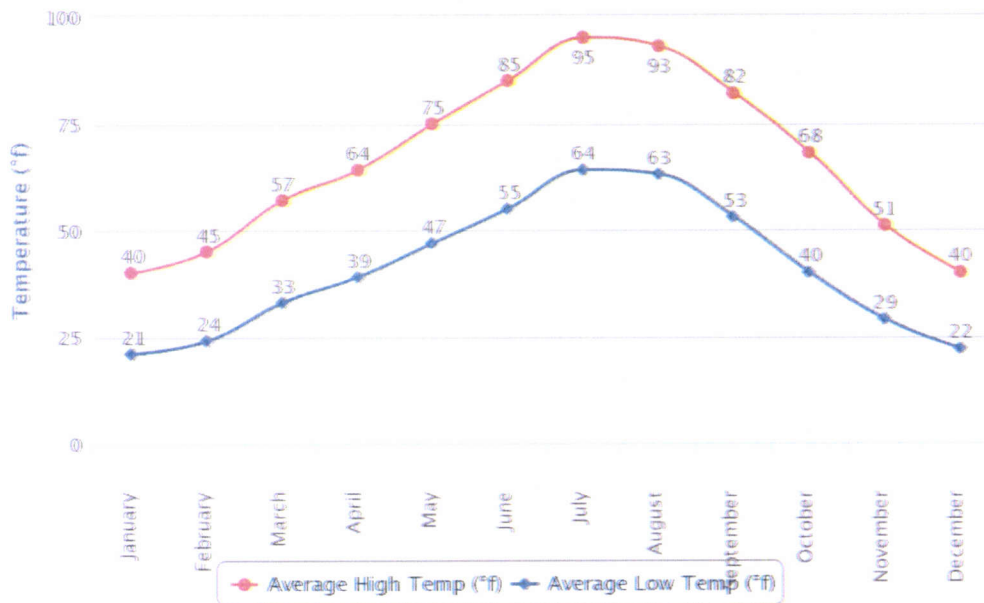
Curitiba covers 166.86 sq. mi on the First Plateau of Paraná. Curitiba has a topography of smooth, rounded hills, giving it a relatively regular shape. The City of Curitiba has an average altitude of 3,066 ft. above sea level. The climate is maritime temperate or subtropical highland. The terrain's flatness hinders water drainage after rain, therefore providing water vapor for the atmosphere which contributes to its mild and damp winter, with an average minimum temperature of 45 °F in the coldest month, occasionally falling below 32 °F on the coldest nights. During summertime, the average temperature is around 77 °F at daytime, but it can get above 86 °F on the hottest days. Snowfall is rare and was experienced in 1889, 1892, 1912, 1928 (two days), 1942, 1955, 1957, 1962, 1975 and again in 2013. Its altitude makes it the coldest among Brazil's state capitals. Mountain ranges and sets of rocky hills surround parts of the city, including the Serra do Mar (Portuguese for "Mountain Range of the Sea"), located in the east that separates the plateau from the coast of Paraná.

Temperature & Rainfall Comparisons Curitiba, Brazil & West Jordan, Utah

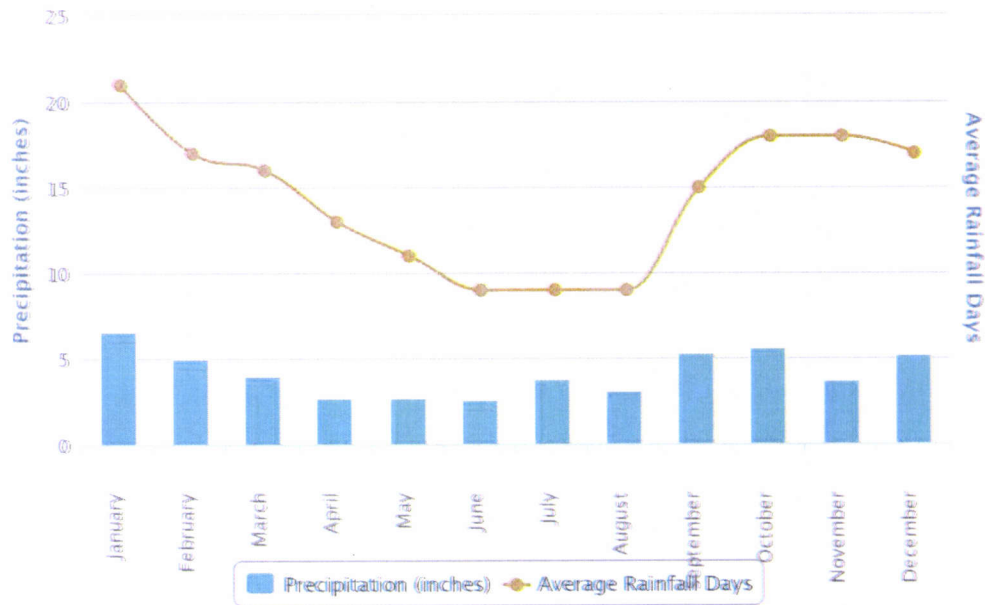
Average Temperature (°f) Graph for Curitiba



Average Temperature (°f) Graph for West Jordan



Average Rainfall (inches Graph for Curitiba)



Average Rainfall (inches Graph for West Jordan)

